

## ABSTRACT

A computer-implemented method and system for delivering advertisements to users. The advertisement method and system displays one or more rendered characters (e.g., cartoon characters, animated objects) who may be engaged in conversation. The conversation may be represented as text displayed below the characters, as text in bubbles near the heads of the characters, as audio that is played through a speaker system, or any other means by which conversation can be represented. As the characters engage in conversation, the conversation is dynamically adapted to include advertisements. The advertisement method and system may select which advertisements are served to a user either randomly or based on the known characteristics (e.g., age, gender, income, location, occupation, and hobbies) of the user, on characteristics of the character, on previous conversations between the character and the user, or on requirements of the advertiser.